

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Gary B. Robinson	Art Unit :	3622
Serial No. :	09/893,748	Examiner :	Jeffrey D. Carlson
Filed :	June 29, 2001	Conf. No. :	3348
Title :	AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE WEB ADVERTISING		

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF MARCH 5, 2010

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 12 of this paper.